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ORDER

Print Date 10/02/12

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Flight Dates 10/03/12-10/09/12

Contract / Revision 313636 /

Original Date / Revision
10/02/12 10/02/12

Advertiser RNC-Romney / Republican /

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Product

Candidate. RNC Romney 10.3-10.9

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Order # 471

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	80	\$57,370.75	\$67,495.00	0.00	10/01/12	10/09/12	80	\$57,370.75	\$67,495.00
Totals	80	\$57,370.75	\$67,495.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/03/12	10/09/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--		3			\$400.00			0.00			
		Week: 10/08/12	10/14/12	MT-----		2			\$400.00			0.00			
N 2	WCPO	10/03/12	10/09/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--		3			\$400.00			0.00			
		Week: 10/08/12	10/14/12	MT-----		2			\$400.00			0.00			
N 3	WCPO	10/03/12	10/09/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	3	\$300.00	P-3	0.00	NM	5	\$1,500.00



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Hiatus Dates

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Order Sep 00:20:00

Advertiser RNC-Romney / Republican Product Candidate. RNC Romney 11 Estimate # Order # 471

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Live with Regis and Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					3	\$300.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$300.00		0.00			
N 4	WCPO	10/03/12	10/09/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					3	\$450.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$450.00		0.00			
N 5	WCPO	10/03/12	10/09/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	3	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					3	\$500.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$500.00		0.00			
N 6	WCPO	10/03/12	10/09/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	3	\$800.00	P-3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					3	\$800.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$800.00		0.00			
N 7	WCPO	10/03/12	10/09/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	3	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					3	\$1,000.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$1,000.00		0.00			
N 8	WCPO	10/03/12	10/09/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	3	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					3	\$1,000.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$1,000.00		0.00			
N 9	WCPO	10/03/12	10/09/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	3	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					3	\$1,000.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$1,000.00		0.00			
N 10	WCPO	10/03/12	10/09/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	3	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					3	\$1,000.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$1,000.00		0.00			
N 11	WCPO	10/03/12	10/09/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF--	:30	3	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					3	\$900.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$900.00		0.00			
N 12	WCPO	10/03/12	10/09/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	2	\$275.00	P-8	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$275.00		0.00			
N 13	WCPO	10/03/12	10/09/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					3	\$500.00		0.00			



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Order Sep 00:20:00

Advertiser RNC-Romney / Republican Product Candidate. RNC Romney 11 Estimate # Order # 471

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 13	WCPO	10/03/12	10/09/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 14	WCPO	10/03/12	10/09/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	3	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$150.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$150.00		0.00			
N 15	WCPO	10/03/12	10/09/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	2	\$2,000.00	P-8	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
		Week: 10/08/12	10/14/12	M-----					2	\$2,000.00		0.00			
N 16	WCPO	10/03/12	10/09/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
		Week: 10/08/12	10/14/12	-T-----					1	\$4,500.00		0.00			
N 17	WCPO	10/03/12	10/09/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
		Week: 10/08/12	10/14/12	-T-----					1	\$5,000.00		0.00			
N 18	WCPO	10/03/12	10/09/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---					1	\$3,000.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 19	WCPO	10/03/12	10/09/12	Friday Prime A Friday Prime A	CM	8-9p	----F--	:30	2	\$700.00	P-8	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					2	\$700.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 20	WCPO	10/03/12	10/09/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	1	\$70.00	P-8	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-					1	\$70.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 21	WCPO	10/03/12	10/09/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$200.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 22	WCPO	10/03/12	10/09/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$300.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 23	WCPO	10/03/12	10/09/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Advertiser RNC-Romney / Republican Product Candidate. RNC Romney 11 Estimate # Order # 471

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N23	WCPO	10/03/12	10/09/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$375.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N24	WCPO	10/03/12	10/09/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$600.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N25	WCPO	10/03/12	10/09/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	2	\$1,000.00	P-8	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					2	\$1,000.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N26	WCPO	10/03/12	10/09/12	Sunday Prime B Sunday Prime B	CM	8-9p	-----S	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$4,500.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
													Totals	80	\$67,495.00